

## CLAIMS

1. (previously amended) A method for correlating a user's use of a website with a user's phone call to a customer service agent for a business, where the phone call to the customer service agent is made independent of the website, the method comprising:

for each user that accesses the website, transmitting a webpage to the user that visibly

displays a unique ID, where the unique ID is unique to the user's web browser,

and the where the unique ID is generated without obtaining information that

identifies the user personally;

storing a record of the unique IDs that have been displayed to users in a webpage;

in response to a user telephoning a customer service agent for the business, obtaining

the user's unique ID from the user; and

correlating the user's call to the customer service agent with the users' use of the website using the user's unique ID.

2. (previously amended) The method according to claim 1, further comprising:

storing information related to a user's use of the website in association with the unique ID displayed to the user.

3. (previously amended) The method according to claim 2, further comprising storing, in association with the user's unique ID, information related to the customer service agent's interaction with the user.

4. (previously amended) The method according to claim 1, further comprising determining, using the unique IDs, the number of users that called a customer service agent that also accessed the website.

5. (previously amended) The method according to claim 1, wherein the user can purchase products through the customer service agent and wherein the method further comprises using the user's unique ID to correlate any product sales purchases made by the user through the customer service agent with information about the user's use of the website.

6. (previously amended) The method of claim 1, wherein the method further comprises:

in response to the user clicking on an online advertisement to reach the website,  
storing information about the advertisement in association with the unique ID  
displayed to the user.

7. (previously amended) The method of claim 6, further comprising:  
using the unique ID displayed to the user and the stored information about the  
advertisement to correlate the advertisement with any product sales to the user  
through the customer service agent.

8. (previously cancelled).

9. (previously cancelled).

10. (previously cancelled).

11. (previously cancelled).

12. (previously cancelled).

13. (previously cancelled).

14. (previously amended) The method of claim 1, wherein the webpage supports an Internet chat service.

15. (previously amended) The method of claim 1, wherein transmitting a webpage with a unique ID to the user comprises:

for each user that accesses the website, determining whether the user's web browser has a cookie from the website with a unique ID;

if the web browser has a cookie from the website with a unique ID, retrieving the unique ID from the cookie and transmitting a webpage with the retrieved unique ID to the user; and

if the web browser does not have a cookie from the website with a unique ID, generating a unique ID, adding the generated unique ID to the record of unique IDs, and transmitting the unique ID to the user in a webpage.

16. (previously cancelled).

17. (previously amended) The method of claim 1, wherein transmitting a webpage with a unique ID to the user comprises:

for each user, generating a unique ID for the user;

determining whether the user's web browser has a cookie with another unique ID from the website;

in response to the user's web browser having a cookie with another unique ID from the website; recording an association between the newly generated unique ID and the unique ID in the cookie; and

transmitting the newly generated unique ID to the user in a webpage.

18. (previously cancelled).

19. (previously amended) A method for correlating a user's use of a website with a user's phone call to a customer service agent for a business, where the user's phone call is made independent of the website, the method comprising:

for each user that accesses the website, transmitting a webpage to the user that visibly displays a unique ID, where the unique ID is unique to the user's web browser and where the unique ID is generated without obtaining information that identifies the user personally;

for each user that phones a customer service agent for the business independent of the website, asking the user if he has a unique ID from the website;

in response to a user indicating he has a unique ID from the website, obtaining the unique ID from the user; and

correlating such user's call to the customer service agent with user use of the website by correlating records from each of the website and customer service agent call center using the unique IDs.

20. (previously amended) The method of claim 19, wherein the user may purchase products through the customer service agent and wherein the method further comprises using the user's unique ID to correlate any product purchases made by the user through the customer service agent with information about the user's use of the website.

21. (previously amended) The method of claim 19, wherein the method further comprises:

in response to the user clicking on an online advertisement to reach the website, storing information about the advertisement in association with the unique ID displayed to the user.

22. (previously amended) The method of claim 21, further comprising:

using the unique ID displayed to the user and the stored information about the advertisement to correlate the advertisement with any product sales to the user through the customer service agent.

23. (previously amended) A system for correlating user use of a website with a user's phone call to a customer service agent for a business, where the phone call is made independent of the website, the system comprising:

a web server for the website that transmits a web page that visibly displays a unique ID to each user that accesses the website, where, for each user, the unique ID is unique to the user's web browser, and unique ID is generated without obtaining information that identifies the user personally;

a first database for storing a record of the unique IDs that have been displayed to users of the website;

a phone for enabling users to communicate with a customer service agent;

a second database that stores the unique ID of each user that submits a unique ID to a customer service agent; and

an analyzer that correlates users' calls to a customer service agent with users' use of the website by correlating records in the first and second databases associated with matching unique IDs.

24. (previously amended) The system of claim 23, wherein the analyzer correlates products purchased through a customer service agent with user information associated with the website.

25. (previously amended) The system of claim 23, if a user clicked on an online advertisement to reach the website, the first database records information about the advertisement in association with the unique ID.

26. (previously amended) The system of claim 25, where the analyzer correlates an advertisement that linked to the website with products sold through a customer service agent.

27. (previously amended) The system of claim 25, wherein the second database records, in association with the unique ID, information related to the interaction between a customer service agent and the user.

28. (previously cancelled).

29. (previously cancelled).

30. (previously cancelled).

31. (previously amended) The system of claim 23, wherein the webpage supports an Internet chat service. [*note: Claim 31 was erroneously labeled as one of two claim 32s in the original application.*]

32. (previously cancelled).

33. (previously presented). The method of claim 1, wherein the customer service agent is a live person.

34. (previously presented). The method of claim 1, wherein the customer service agent is an automated attendant.

35. (previously presented). The method of claim 19, wherein the customer service agent is a live person.

36. (previously presented). The method of claim 19, wherein the customer service agent is an automated person.